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Farm Broadcasters Letter

United States Department of Agriculture Office of Public Affairs Radio-TV Division Washington D.C. 20250 (202) 447-4330
Letter No. 2453

March 23, 1990



SECRETARY OF AGRICULTURE CLAYTON YEUTTER and Mrs. Jeanne Yeutter cut the National Agriculture Day cake at ceremonies at USDA March 20. Sec. Yeutter said American farmers have increased their productivity about one-fourth in the last ten years; a rate which is twice that of the non-farm sector. This marks the 15th year we've celebrated National Agriculture Day on the first day of Spring. (USDA Photo by Bob Nichols.)

FIELD TEST OF VIRUS -- A new way to use a naturally occurring insect virus to control two of cotton's major pests will be field tested next month near Leland, Miss. "If we succeed, farmers could have a new way to cut back on chemicals needed to control these insects while better protecting the environment," says USDA's D.D. Hardee. The test will begin the week of April 15. Contact: D.D. Hardee (601) 686-2311.



USDA RADIO gets its news right from the horse's mouth. (left to right) Ken Dalecki, editor, Kiplinger Florido Letter; Cindy Zimmerman, WTMC Radio/Florida Agrinet; and Brenda Curtis, deputy chief, USDA R-TV, on a visit to Red Oak Thoroughbred Horse Farm, Ocala, Fla.

CENTENNIAL CELEBRATION -- The 1890 Land-Grant colleges & universities will celebrate their centennial April 18 - 20 at the Washington Hilton Hotel, the Smithsonian Institution, USDA and the White House in Washington, D.C. Contact: Bobby R. Phills (504) 771-3660.

USDA TO CHANGE ESTIMATING PROGRAM -- USDA's National Agricultural Statistics Service will alter its estimating program in response to data user's requests, says Charles Caudill, administrator of the agency. Caudill said a new acreage report will be issued June 28, (rather than in the July Crop Production report) which will include planted acres & area to be harvested for most field crops. Also, Caudill said, effective March 30, the grain stocks report will have estimates for oats & grain sorghum stocks in each quarterly issue. Contact: Kent Miller (202) 786-1494.

GARY STEWART, with the Northwest Ag News Network, Newberg, Ore., stopped by USDA R-TV Chief Vic Powell's office during a recent visit to Washington, D.C. Stewart covered National Ag Day activities, interviewed several D.C.-based organizations, scientists at the National Research Council about alternative ag and USDA's R.D. Plowman, administrator of USDA's Ag Research Service. He also met with Members of Congress. (USDA Photo by Bob Nichols.)



FROM OUR RADIO SERVICE

AGRICULTURE USA #1711 -- Brenda Curtis travels to central Florida to get a first-hand look at the damage to the citrus groves from the Christmas freeze. (Weekly reel -- 13-1/2 min. documentary.)

CONSUMER TIME #1193 -- Sandwich ascendancy; adding fiber to your diet; child custody; reaping the benefits of research; eating ethnic. (Weekly reel of 2-1/2 - 3 min. consumer features.)

AGRITAPE #1700 -- USDA news highlights; farm program options; crop price predictions; alfalfa research; ambersweet. (Weekly reel of news features.)

NEWS FEATURE FIVE #1312 -- Preventing Salmonella; lost flies rediscovered; Eskimos arriving; peanut fed cattle; lasers & acid rain. (Weekly reel of research feature stories.)

UPCOMING ON USDA RADIO NEWSLINE -- Fri., March 30, prospective plantings, grain/rice stocks; hogs & pigs report, world cocoa situation; Mon., April 2, tobacco outlook; Tues., April 3, weekly weather & crop outlook; Fri., April 6, dairy products report.

DIAL THE USDA RADIO NEWSLINE (202) 488-8358 or 8359.
Material changed at 5 p.m. EST each working day.

FROM OUR TELEVISION NEWS SERVICE

March 22, 1990

FEATURES -- Pat O'Leary reports on farm products of the future; Lisa Telder of Michigan State University reports on minimum wage and the farmer; Gary Beaumont of the University of Illinois reports on saving on herbicide costs; Joe Courson from the University of Georgia on anglers biting on false info.

ACTUALITIES -- Secretary of Agriculture Clayton Yeutter's remarks on National Agriculture Day; USDA Economist Greg Gajewski on the ag outlook; USDA Economist Kate Buckley on fruit production; and USDA Economist Peter Buzzanell on sugar.

NEXT WEEK -- U.S. imports of Chilean fruit.

Available on satellite Westar IV, audio 6.2 or 6.8:

THURSDAY 7:30-7:45 p.m., EST, Transponder 12D
SATURDAY 10:30-11:15 a.m., EST, Transponder 10D
MONDAY 8:30-9:15 a.m., EST, Transponder 12D
(Repeat of Saturday transmission)

WHEAT...is a hardy plant. Give it a drink of water when its thirsty and you can see it grow, says Rex Childs (KFDI, Wichita, Kan.). Recent storms in the midwest and warm temperatures have wheat producers smiling in his area. Rex also says their station's coverage at the state Beef Expo found production improved, the market higher and beef producers with a positive outlook.

SERIES...of news stories and public service announcements are being shot by WTHI-TV, Terre Haute, Ind., about actions being taken by producers to protect soil and water. Matt Fleck, WTHI-TV farm director serves as spokesman. Al Dowbnia at the station says Sullivan County Soil and Water Conservation District representatives approached the station with the idea. The spots will air this spring and summer.

RECUPERATING...at home is Al Carstens (KATE, Albert Lea, Minn.) after successful triple-bypass surgery. Linda Brekke is filling in for Al until his scheduled return in late April.

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Washington, D.C. 20250-1300

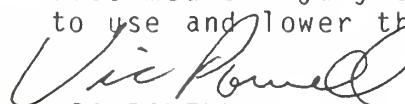
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SOUTHEASTERN...section of South Dakota received less than an inch of moisture from recent storms. Much more is needed to benefit subsoil, says Vivian Cooper (WNAX, Yankton, S.D.). Gene Williams at the station says those producers who have feeder cattle are moving them to market while prices are good.

THANKS...to Brad Lemmond (KAIT-TV, Jonesboro, Ark.) for the feedback about his use of our news and feature service. We appreciate knowing how broadcast editors use the material.

ALSO...nice call from Ron Davenport (KBIM-TV, Roswell, N.M.) about his weekly use of the TV service.

FIELD...work is underway in many regions of the country. That also means injury season is upon us. Lets all put farm safety to use and lower the injury rate this year.


VIC POWELL
Chief, Radio & TV Division